

OUTREACH TIPS TO GET YOUR DISTRICT INVOLVED!

1. Inform parents about Healthy Families, Medi-Cal for Families and other affordable health coverage programs:

★ Display health care coverage information and referral numbers:

- ♥ on bulletin boards.
- ♥ in the main school office.
- ♥ in nurse, attendance or sports offices.
- ♥ in locations around the school where parents may be present.

★ Distribute information to parents:

- ♥ during school registration, in back-to-school packets and at back-to-school nights, PTA meetings, open houses and school health fairs.
- ♥ at sign-ups for sports and other extracurricular activities.
- ♥ in school newsletters and with report cards and lunch menus.

2. Inform district and school staff on available coverage. Include:

- ♥ nurses
- ♥ school aides
- ♥ counselors/social workers
- ♥ coaches
- ♥ teachers
- ♥ school office personnel
- ♥ Healthy Start staff

Ask staff to refer families to the Healthy Families/Medi-Cal for Families toll-free line (1-888-747-1222) for information and assistance.

3. Work with the school food services director to:

★ Include parent request for information fliers in the Free and Reduced Price Meals Applications sent home to parents.

4. Assist with enrollment activities:

- ★ Refer families to a local community-based organization that has trained application assistants. These application assistants can help families free-of-charge in completing Healthy Families and Medi-Cal for Families.
- ★ Provide space/facilities within your school district for local agencies and community-based organizations:
 - ♥ to hold special community enrollment events.
 - ♥ to operate a "Health Coverage Information" booth during school health fairs, physicals, immunization drives and vision and hearing testing days.
- ★ Encourage staff to be trained as certified application assistants (CAA).

5. Contact your school board to:

- ★ Adopt the California School Boards Association (CSBA) policy/resolution on affordable health care coverage.

For a copy, contact Martin Gonzalez, CSBA, at (916) 371-4691.

6. Ask your school or district public relations officer to help market information.

SHARE YOUR OUTREACH ACTIVITIES
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Contact Outreach in Action
Editor, Cheewa James
at (916) 657-1383 or
cjames1@dhs.ca.gov



SchoolHealthConnections

NEED HELP? HERE'S WHERE TO GO!

- ★ Refer parents to the Healthy Families and Medi-Cal for Families toll-free number (operators speak 10 languages) **1-888-747-1222** to:

- ♥ ask questions about the health coverage programs.
- ♥ request a joint application.
- ♥ be referred to a certified application assistant (CAA).

School districts who want more information on the programs can also call.

- ★ Visit the Healthy Families Web Site at: **www.healthyfamilies.ca.gov**

- ♥ for more information on Healthy Families.
- ♥ for names of organizations that have certified application assistants.

- ★ Call RHA (Richard Heath and Associates) at **1-888-237-6248**:

- ♥ for applications and handbooks.
- ♥ to get names of agencies or community-based organizations that have certified application assistants.
- ♥ to get trained as a certified application assistant (CAA). CAAs earn up to \$50 for their school or district for every family enrolled in Healthy Families/Medi-Cal for Families.

- ★ Call School Health Connections, Department of Health Services, at **1-916-653-7746**:

- ♥ to get parent request for information fliers (available in 11 languages).